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11/22/1913

A.D. 1913. Nov. 23. No. 26,878.
READER'S COMPLETE SPECIFICATION.

[1 SHEET]

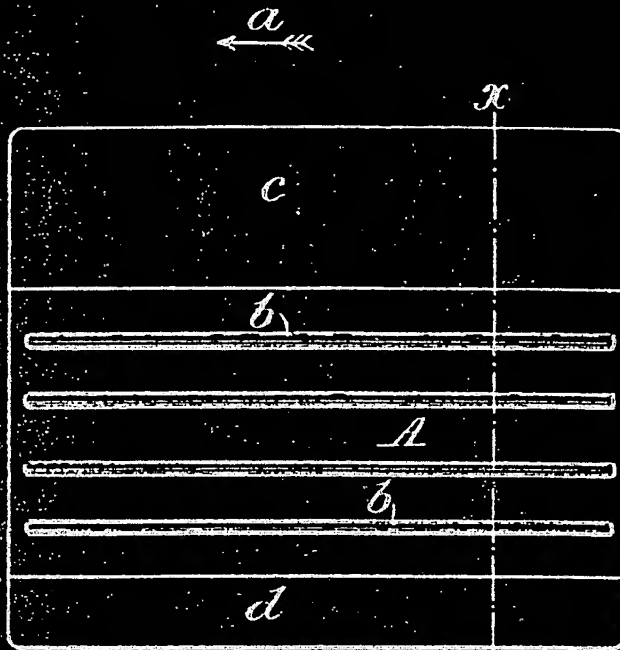


Fig. 1.

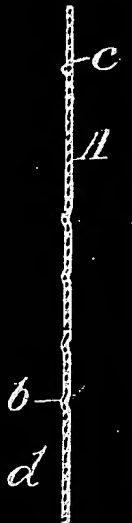


Fig. 2.

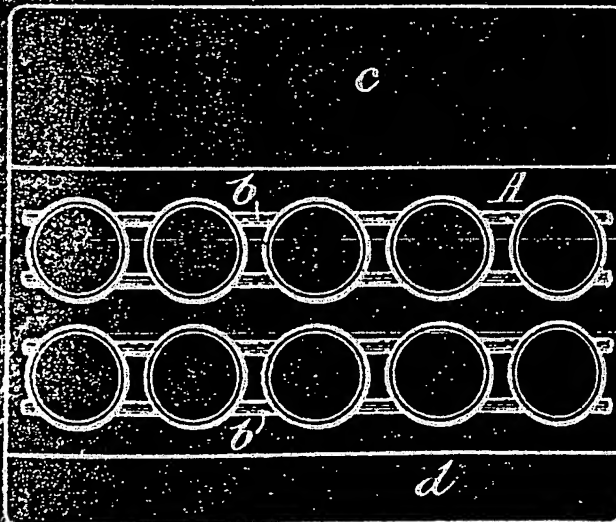


Fig. 3.

[This Drawing is a reproduction of the Original on a reduced scale.]

Reade's Improvements in or relating to Show-cards.

If desired, the projections may be made by attaching strips or studs to the surface of the show-card or to the articles or by attaching to the card or each article a second piece of card or paper having the projections formed thereon.

The formation of projections from a surface of each article, while it comes within the scope of the invention, is not regarded as desirable, since the formation of projections on the articles would add greatly to their expense.

Dated this 22nd day of November, 1913.

STEPHEN WATKINS, SON & GROVES,

Chartered Patent Agents,
170, Strand, London, W.C., and
Royal London Buildings, Wolverhampton.
Agents for the Applicant.

10

COMPLETE SPECIFICATION.

Improvements in or relating to Show-cards.

I, CHARLES JAMES READE, of 118, Tettenhall Road, Wolverhampton, in the County of Stafford, Manufacturing Chemist, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

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Heretofore it has been usual to mount pill boxes and other small articles upon show-cards by means of elastic, thread, or metal clips, but these are comparatively expensive, take considerable time to fix and are not suitable to articles of certain shapes, such as round pill boxes. In the case of elastic or thread, the removal of one or more articles generally loosens the elastic or thread holding others. It has also been usual to secure such articles to the flat surface of the show-card by means of glue, gum, paste or other adhesive which affords a cheap, quick and efficient method of attachment. This method has, however, the disadvantage that it is difficult to detach the articles, and they are very often damaged or broken in the act of detaching and the contents are frequently spilled.

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It is not practicable to overcome the difficulty by lessening the amount of the adhesive, because, however small a quantity is used, it spreads over a considerable surface owing to two more or less flat surfaces being in contact. Also it would be practically impossible to ensure that the work people would not put on too much adhesive.

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The object of the invention is to provide simple means which permit the articles to be secured to the card by glue or other adhesive, and yet be very easily detached therefrom and without danger of their being damaged or broken.

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The invention consists in providing projections from that surface of the card to which the articles are to be secured by glue or other adhesive or in providing projections from the surfaces of the articles which are to come in contact with the card, or by forming projections both on the articles and on the card.

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The projections consist preferably of ridges formed up from the surface of the card such as by pressing or rolling, or in any other convenient manner. The articles adhere to the card only by contact with the ridges or other projections, or if they touch the rest of the card, they can only do so over a very small area. Thus the adhesive area of each article is greatly diminished and, while being amply sufficient to hold the article on the card, permits of its being readily detached, and furthermore the detachment can be easily started by getting the finger nail between the article and the card.

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Preferably the ridges are so arranged on the card, and spaced apart, that each

Reade's Improvements in or relating to Show-cards.

article, however, placed on the card, will lie over, and be affixed to, at least two of them; and, if simple projections, such for instance as circular studs, are employed, it would be arranged that each article would lie over, and be affixed to, at least three of them.

5 In order that the invention may be clearly understood I will describe a convenient application thereof by reference to the drawings herewith, of which:—

Figure 1 is a front view of a show-card for pill boxes or the like having ridges formed thereon preparatory to receiving the boxes.

10 Figure 2 is a vertical section taken on the line *x x* of Figure 1 looking in the direction of the arrow *a* of that figure, and,

Figure 3 is a front view of the show-card with the boxes attached thereto.

The show-card A has ridges *b* on its front surface, the ridges being conveniently formed by pressing or rolling up the material of the card by means of suitable dies in a press in a manner that will be well understood. Preferably the ridges 15 do not extend right out to the end of the card. The blank space *c* and likewise the blank space *d* are left for printed matter.

To attach the boxes to the card all that is necessary is to put a small quantity of adhesive over the bottom surface of each box then place the box in position on the ridges of the card and allow the adhesive to set.

20 As will be readily understood the boxes can be easily removed from the card because they adhere to it only over a very small surface and also it is very easy to get the finger nail underneath between the box and the card because the boxes are raised slightly from the main surface of the card.

The ridges instead of being formed by pressing or rolling the card, may be 25 formed by attaching strips; or they may be formed as projecting ridges on a separate card which may be of thinner material or of paper and attached to the front of the main part of the show card. In such a case the ridges could be strengthened if necessary by adhesive inserted in the depression formed at the back of the attached card or paper.

30 The ridges on the card need not be continuous; also projections may be formed as studs, the process of their formation being however substantially the same as in the case of continuous ridges.

As already stated projections may be formed on the under side of the articles to be attached to the card instead of on the card itself, and in that case they may 35 take the form of ridges or studs formed by pressing out the material at the bottom of each box or by attaching strips of card or paper with ridges or studs as aforesaid; but while such method comes within the scope of the invention, it is not regarded as desirable, because the formation of projections on the articles would add greatly to their expense, whereas to form the projections on the cards 40 entails only a very slight additional expense, and is attended with considerable advantage.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is:—

45 1. A show card, for holding and displaying light articles such as boxes of pills and like small articles, formed with projections from the front surface so that, when the articles are attached thereto by means of adhesive, they come in contact with the show card only over a relatively small area, and may be readily detached.

50 2. A method of attaching light articles, such as boxes of pills and like small articles, to show-cards which consists in providing projections either upon the face of the show-card to receive the articles or upon the under surface of each article, so that, when the articles are attached to the card by means of adhesive, they touch it only over a relatively small area, and are thus readily detachable.

55 3. In a show card as claimed in Claim 1, the said projections formed as ridges.

4. In a show card as claimed in Claim 1, the said projections formed as studs.

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5. In a show card as claimed in Claim 3 or in Claim 4, the said ridges or studs formed by pressing up the material of the surface of the card, or of a separate card or piece of paper which is afterwards attached thereto.

Dated this 22nd day of May, 1911.

STEPHEN WATKINS, SON & GROVES, 5
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170, Strand, London, W.C., and
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Redhill: Printed for His Majesty's Stationery Office, by Love & Malcoms, Ltd.—1911.